

Rep Order# 8888432 Ver# 1 Status New
EC'd Yes

Traffic Order# 37689

Printed: 10/23/2012 3:55 PM
Last Received: 10/23/2012 3:17 PM
Showing Buylines: All Lines

1 of 2

Station KLAS-TV LAS VEGAS
Advertiser () NRCC / HECK
Product NRCC/HECK
Estimate#
Buyer WHITNEYEVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M-TU	500A-600A		:30	\$225.00	10/24-10/30	5	1	5	\$1,125.00	
				Buyline Comment: NEWS								
	2	W-F,M-TU	500A-700A		:30	\$275.00	10/24-10/30	4	1	4	\$1,100.00	
				Buyline Comment: NEWS								
	3	W-F,M-TU	700A-900A		:30	\$200.00	10/24-10/30	5	1	5	\$1,000.00	
				Buyline Comment: EARLY SHOW								
	4	W-F,M-TU	1200P-1230P		:30	\$325.00	10/24-10/30	5	1	5	\$1,625.00	
				Buyline Comment: NEWS								
	5	W-F,M-TU	430P-500P		:30	\$450.00	10/24-10/30	5	1	5	\$2,250.00	
				Buyline Comment: NEWS								
	6	W-F,M-TU	500P-630P		:30	\$500.00	10/24-10/30	5	1	5	\$2,500.00	
				Buyline Comment: NEWS								
	7	W-F,M-TU	1100P-1135P		:30	\$600.00	10/24-10/30	5	1	5	\$3,000.00	
				Buyline Comment: NEWS								
	8	SU	600A-630A		:30	\$150.00	10/28-10/28	1	1	1	\$150.00	
				Buyline Comment: NEWS								

Rep Order# 8888432 Ver# 1 Status New
EC'd Ycs

Traffic Order#

Printed: 10/23/2012 3:55 PM
Last Received: 10/23/2012 3:17 PM
Showing Buylines: All Lines

2 of 2

Station KLAS-TV LAS VEGAS
Advertiser () NRCC / HECK
Product NRCC/HECK
Estimate#
Buyer WHITNEYEVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E
Flight Dates 10/24/2012 - 10/30/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	9	SU	630A-80CA		:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
				Buyline Comment: SUN MORN								
	10	SA-SU	1100P-1135P		:30	\$400.00	10/27-10/28	2	1	2	\$800.00	
				Buyline Comment: NEWS								
	11	SU	1000A-400P		:30	\$2,200.00	10/28-10/28	1	1	1	\$2,200.00	
				Buyline Comment: NFL								

---REPORT TOTALS---

Report Totals: 39 / \$16,100.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$10,950.00 Nov 12: 14 / \$5,150.00
Sales Totals: 39 / \$16,100.00
Station Totals: 39 / \$16,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$53,667	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+